

# Esports Market and Gamer Sentiment in Taiwan

## Taiwan November 2021 Update

GMO RESEARCH

INSIGHTXPLORER.



AD2!CTION



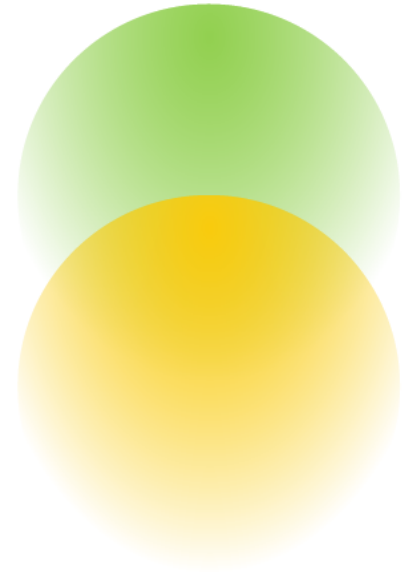
# Executive Summary

- More than 40% of Taiwanese internet users follow esports events/tournaments, especially male esports gamers.
- More than 60% of Taiwanese internet users back the proposal to recognize esports as a sport and agree that esports should be strongly promoted in Taiwan.
  - Among the esports players, more than 80% follow esports tournaments, 30% of whom say they often or always do.
  - As to their source of information/news, Taiwanese internet users learn about esports mainly from websites and TV, especially these two esports communities -- www.gamer.com.tw and PTT (the largest terminal-based bulletin board system in Taiwan).
  - More than 20% of internet users are esports gamers. On average, they spend 2.6 hours on weekdays and 3.5 hours on holidays.
  - Nearly 40% of internet users have participated esports events. In these events, they usually watch past tournaments and videos.
  - Among internet users who are also esports gamers, more than 80% own gaming accessories. 60% each said they have gaming keyboards, headphones and gaming mice while 40% each said they have monitors and joysticks. The average amount they spent on accessories is around NTD\$2,000-\$3,000 except for monitors -- on which they spent more than NTD\$4,000.

## Recommendations

- COVID-19 has brought about the development of stay-at-home economy, and esports is one of the prospering businesses that's grabbing the attention of gamers. Therefore, gaming platforms, game developers and accessories vendors should track closely how esports events are organized and how consumers choose their favored gaming accessories.

# Report Details





# Outline



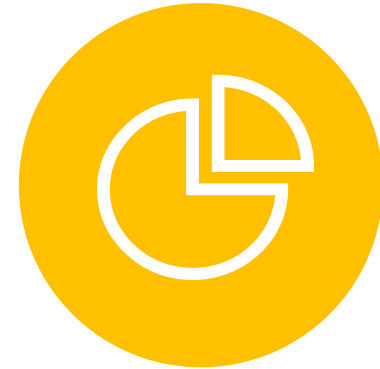
## Data Collecting

1,123 samples were collected during 3 Nov – 5 Nov 2021 via our online panel on those aged 18-60 in Taiwan



## Data Weighting

The collected data was processed and weighted to better represent the Taiwanese online population



## Insight Sharing

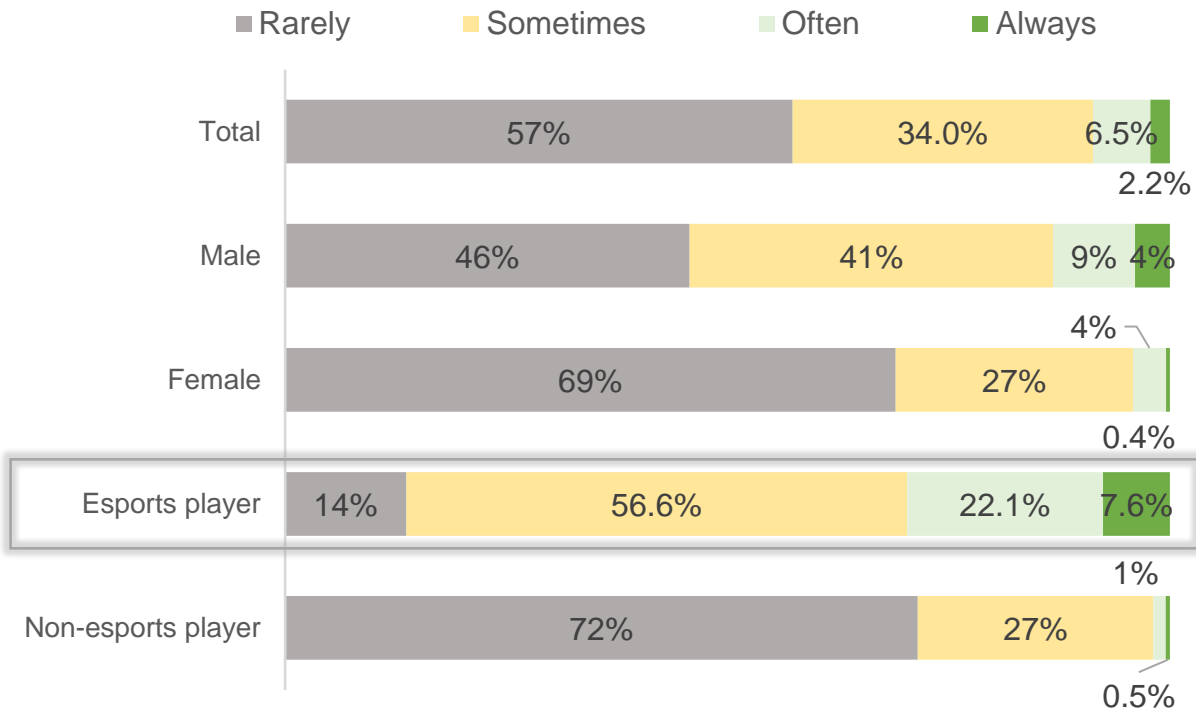
The results are now shared to help inform decision makers about Taiwanese people's sentiment towards the current situation



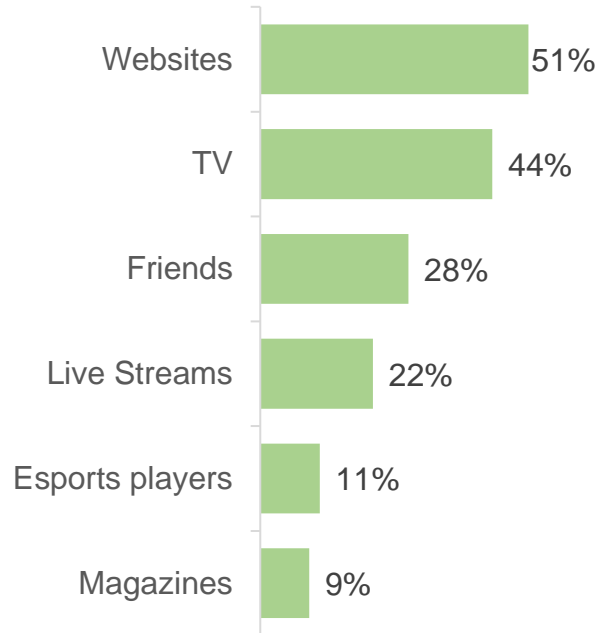
# Esports Events and Followers

- More than 40% of Taiwanese internet users follow esports tournaments, 10% of whom say they often or always do, especially male esports gamers.
- Among the esports players, more than 80% follow esports tournaments, 30% of whom say they often or always do.
- As to how Taiwanese internet users learn about esports, the primary sources are websites

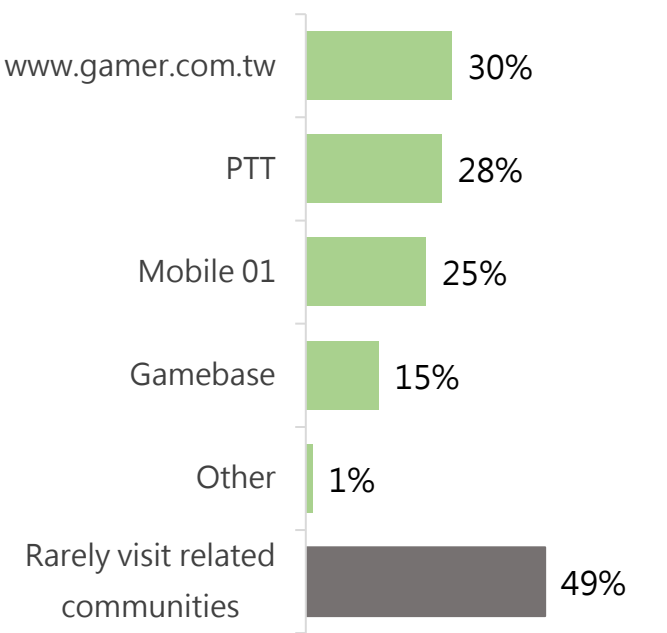
## Do you follow esports tournaments/event?



## How do you learn about esports? (multiple choices)



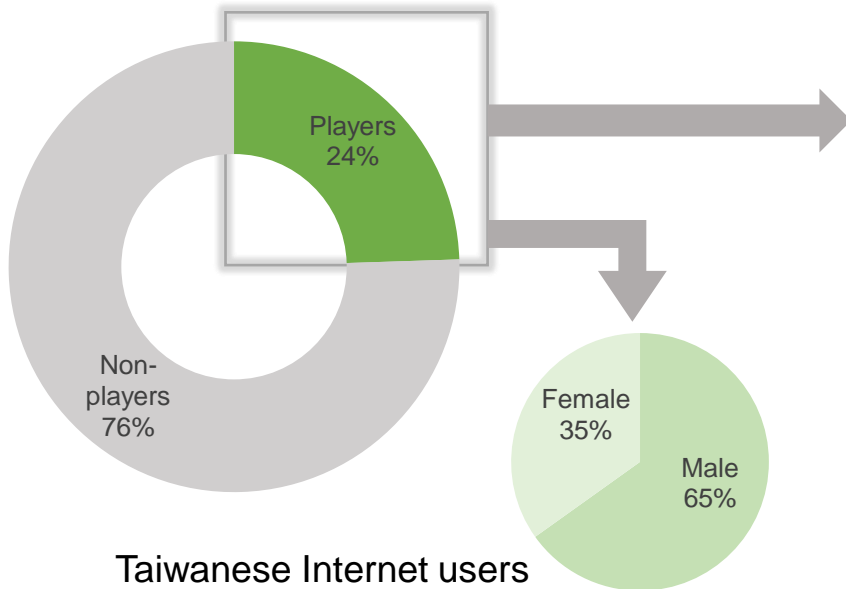
## Which esports communities do you often visit? (multiple choices)



# Esports Gamers and Gaming Habits

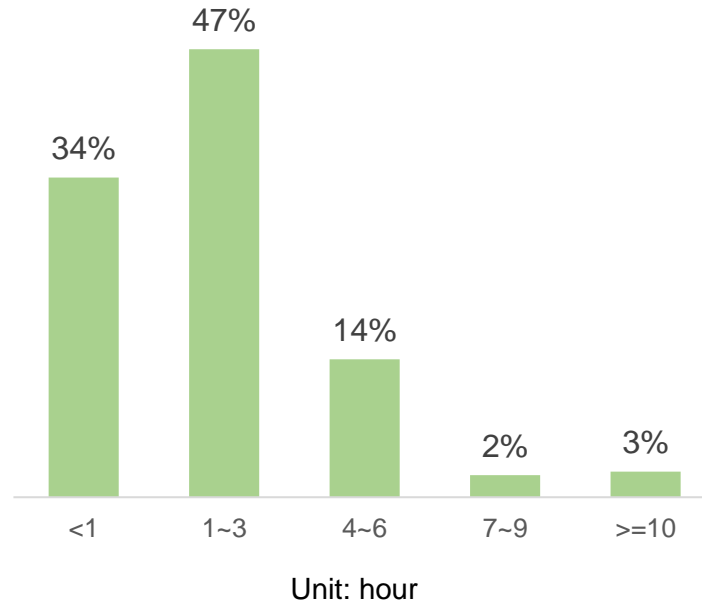
- More than 20% of internet users play esports, 65% of whom are male.
- The majority of players, which is about 40%, spend 1-3 hours on esports, whether on weekdays or holidays. On average, they spend 2.6 hours on weekdays and 3.5 hours on holidays. Only around 20% of people spend 4 hours playing on weekdays, while more than 30% do on holidays.

## Do you play esports?



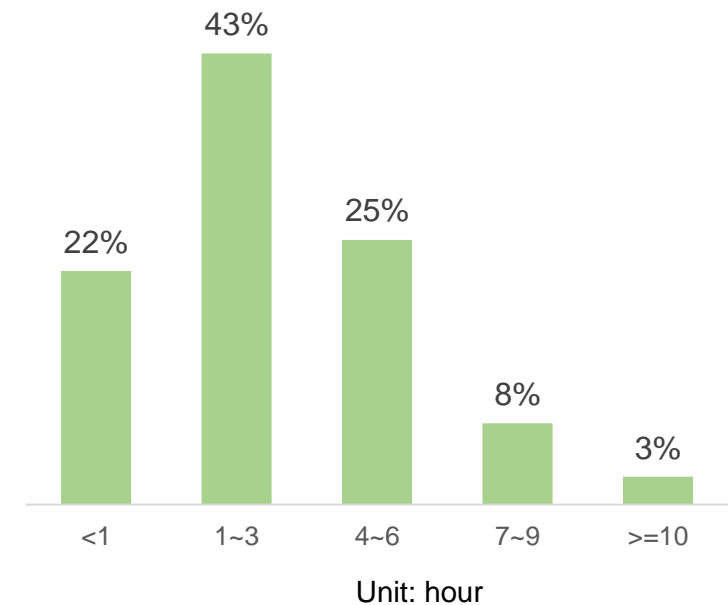
## Number of hours on weekdays (daily average)

average: 2.6 hours



## Number of hours on holidays (daily average)

average: 3.5 hours



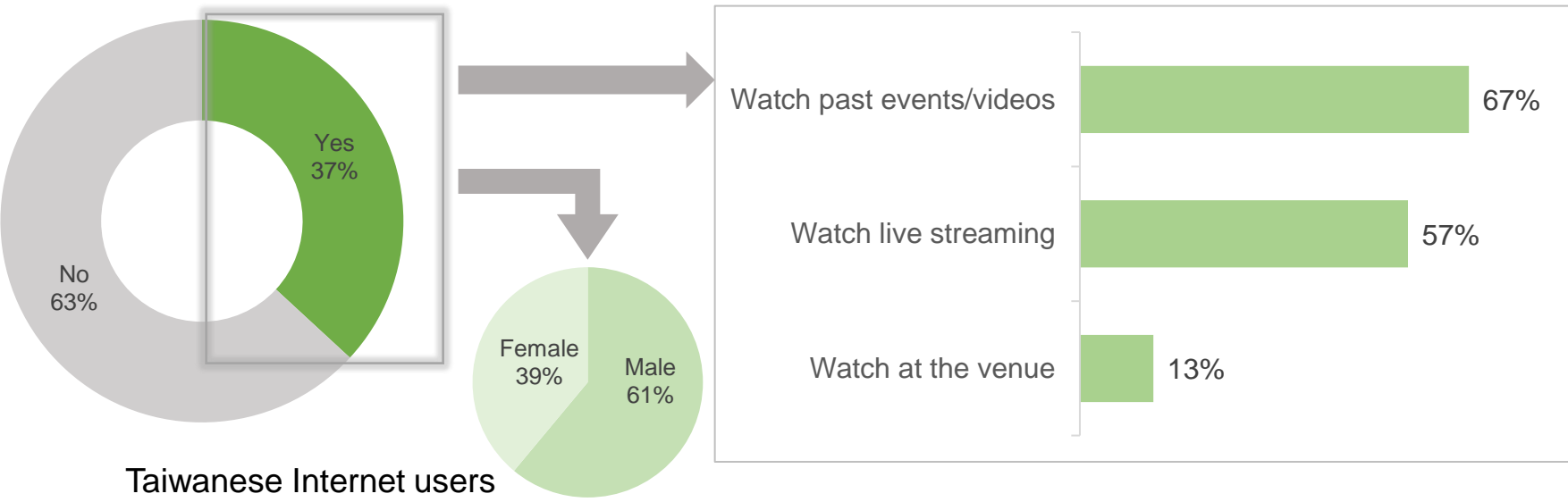


# Esports Events and Participation

- 37% of internet users have joined esports events in the past 3 months. In these events, they usually watch past tournaments and videos
- As to the events they watch, League of Legends has the largest audience.

Have you participated in the following esports events in the past 3 months?

Which esports events have you watched?

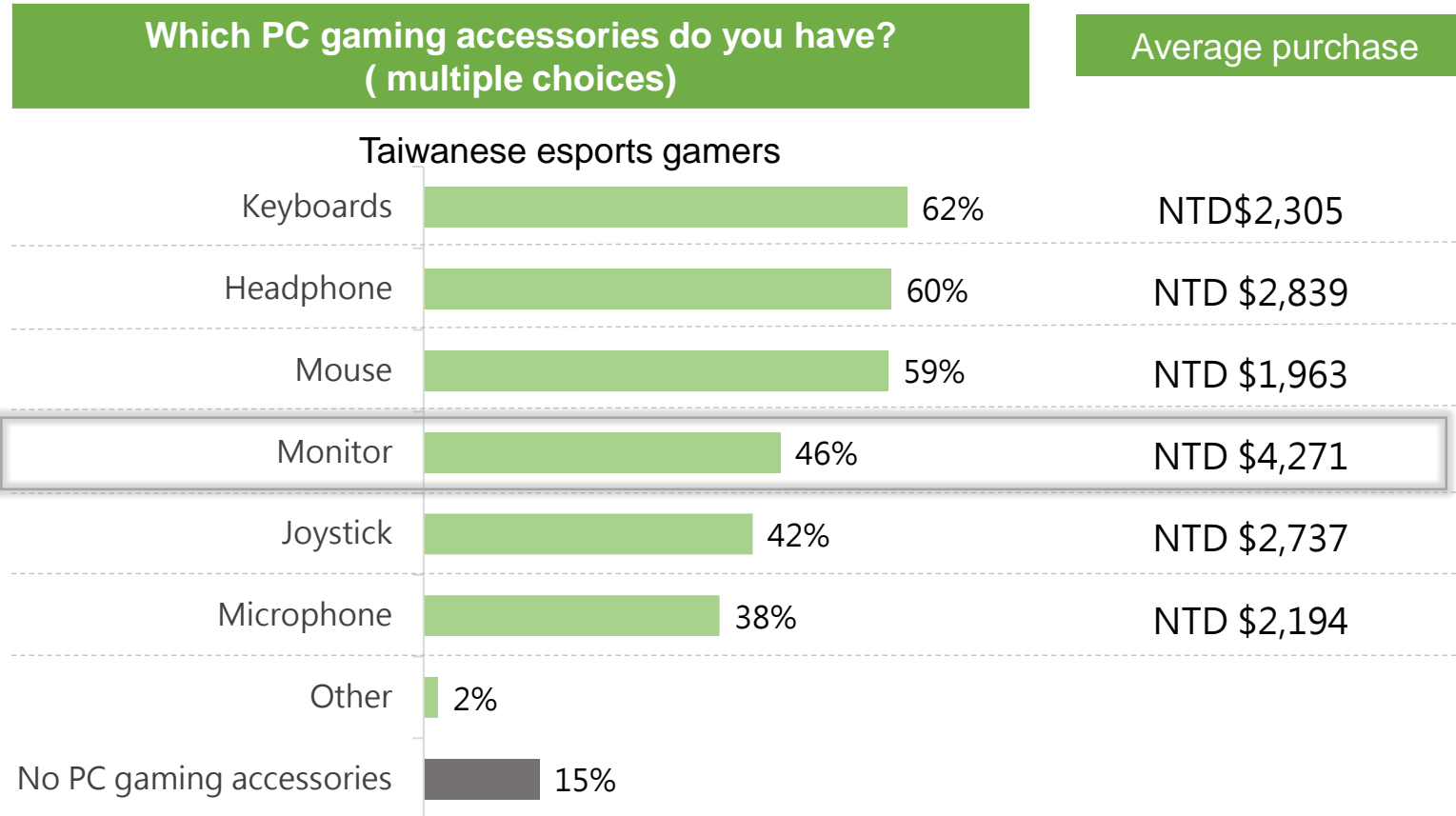


When asked about the esports events they have watched, League of Legends has the most audience. Popular tournaments include Asia Esports Championship 2021, held in August and the 5th League of Legends School Championship (LSC), held at the end of October and sponsored by First Bank.



# Spending on Gaming Accessories

- Among internet users who play esports, more than 80% have PC gaming accessories. Among those who own gaming accessories, 60% each have gaming keyboards, headphones and gaming mice, followed by monitors (46%) and joysticks (42%).
- As to the average amount they spent on accessories, most are between NTD \$2,000~3,000, except monitors -- which they'd spend up to NTD \$4,271.





# Taiwanese Sentiment towards Esports

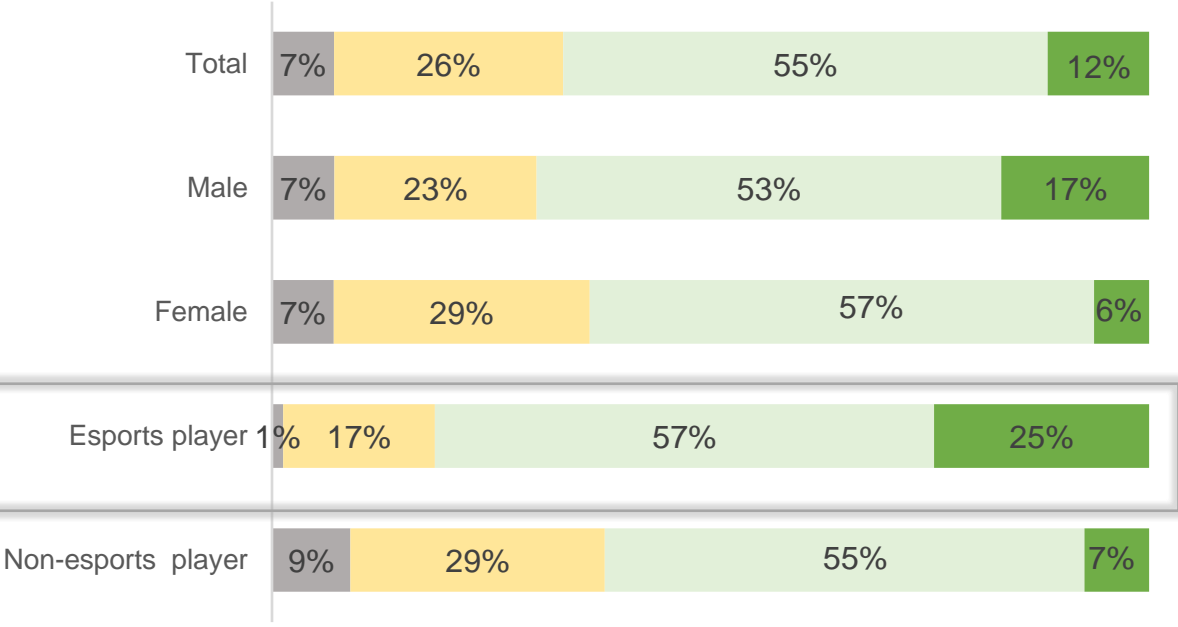
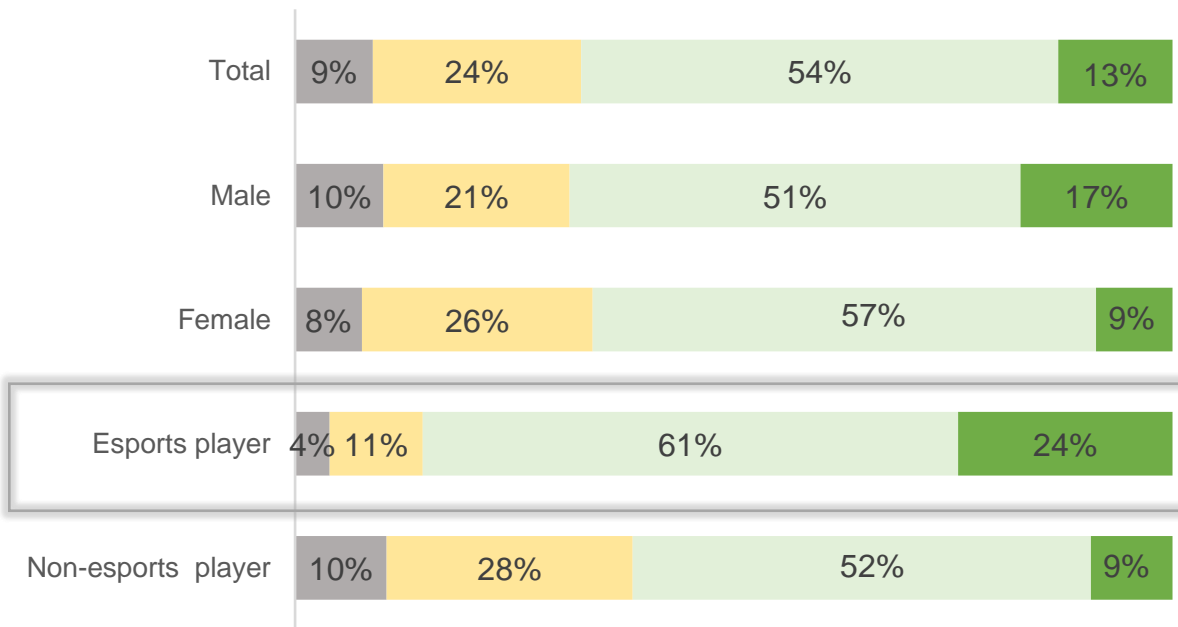
- Among Taiwanese internet users, "recognizing esports as a sport" and "striving to promote esports in Taiwan" both have more than 60% of supporters, especially players in esports communities.
- Among esports players, more than 80% are supporters. 85% back the proposal to recognize esports as a sport and 82% agree that esports should be strongly promoted in Taiwan.

## I back the proposal to recognize esports as a sport.

## I think esports should be strongly promoted in Taiwan.

■ Highly disagree ■ Somewhat disagree ■ Somewhat agree ■ Highly agree

■ Highly disagree ■ Somewhat disagree ■ Somewhat agree ■ Highly agree



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tatt@ek2a.com

